

WHAT IS CLAIMED IS:

1. A computer implemented method of facilitating real estate transactions, the method comprising:
 - receiving data descriptive of real estate characteristics of a neighborhood;
 - creating a profile of the neighborhood comprising the received data descriptive of the real estate characteristics of the neighborhood;
 - receiving data descriptive of a property sought by a property seeker comprising property characteristics desired by the property seeker and neighborhood features desired by the property seeker;
 - receiving data descriptive of the financial commitment that the property seeker is prepared to make;
 - receiving a query from a property supplier relating to demand for a subject property with particular characteristics and neighborhood;
 - matching the data descriptive of a property sought by a property seeker with the characteristics of the query property and a profile of the query neighborhood; and
 - transmitting to the property supplier data indicative of the demand for a property with the characteristics and neighborhood received in the query.
2. The method of claim 1, additionally comprising the steps of:
 - matching the property seeker with the subject property according to the received data relating to a property sought and property data;
 - presenting the matched property and property seeker via a graphical user interface; and
 - facilitating the exchange of information between the property supplier and the property seeker.
3. The method of claim 2, wherein the step of matching the property seeker with the subject property additionally comprises using a plurality of matched geographic areas to assist in

matching the property characteristics of the property with the property characteristics of the property seeker.

4. The method of claim 2, additionally comprising facilitating the exchange of the property between the property supplier and the property seeker.
5. The method of claim 2, additionally comprising:
profiling the property, wherein an individual supplies information regarding the property comprising a review and a rating; and
presenting the profiled plurality of properties to an interested property seeker.
6. The method of claim 5, wherein the individual comprises a person selected from the list comprising a current tenant of the property and a property seeker who has visited the property.
7. The method of claim 2, wherein the property characteristics additionally comprises available moving-in times.
8. The method of claim 2, wherein the property characteristics additionally comprises:
number of bedrooms;
number of bathrooms;
housing type; and
neighborhood.
9. The method of claim 2, wherein the property characteristics additionally comprises:
number of occupants;
doorman availability;
pets allowed; and
apartment furnishings.

10. The method of claim 2, wherein the property characteristics additionally comprises:
a choice of desired amenities chosen from the list comprising:
corner unit; penthouse; ground floor; balcony; central air-conditioning; dining room; den;
eat-in kitchen; dressing room; elevator; garage; good light; hardwood floors; health club;
high ceilings; home office; library; foyer; maid's room; pantry; windowed kitchen;
duplex; triplex; living room; fireplace; Jacuzzi; post-war building; pre-war building;
views; exposures; walk-up; washer and dryer in apartment; and washer and dryer in
building.
11. The method of claim 1, wherein the neighborhood features comprises
a choice of desired features chosen from the list comprising:
neighborhood demographics, churches, schools, parks, zoos, sport arenas, sport facilities,
gyms, museums, theatres, mass transit, restaurants, shopping, art galleries, fashion
galleries, and childcare facilities.
12. The method of claim 1, wherein the property seeker comprises an entity buying property.
13. The method of claim 1, wherein the property seeker comprises an entity renting property.
14. The method of claim 2, wherein the property supplier comprises an entity selling property.
15. The method of claim 2, wherein the property supplier comprises an entity offering property
for rent.
16. The method of claim 2, wherein the property supplier comprises an entity brokering property.
17. The method of claim 4, additionally comprising:
compiling statistics for a plurality of exchanged properties.

18. The method of claim 17, wherein the statistics additionally comprises:
information about an exchanged property's financial information;
information about an exchanged property's neighborhood; and
information about an exchanged property's property type.
19. The method of claim 2, wherein the step of facilitating the exchange of information between the property supplier and the property seeker additionally comprises scheduling appointments between the property supplier and the property seeker.
20. The method of claim 2, wherein the step of facilitating the exchange of information between the property supplier and the property seeker additionally comprises exchanging messages between the property supplier and the property seeker.
21. The method of claim 20, wherein the messages comprise anonymous messages.
22. The method of claim 2, wherein the step of facilitating the exchange of information between the property supplier and the property seeker additionally comprises offers and counteroffers by the property seeker and the property supplier for the property.
23. The method of claim 2, wherein the step of profiling a plurality of properties additionally comprises supplying pictures of the property with the property profile.
24. The method of claim 1, wherein the financial data additionally comprises transaction type the property seeker plans to use.
25. A computer system for providing property exchange, the system comprising:
a computer server accessible via a computer communications network, wherein the server comprises a memory and a processor;

executable software residing in the server memory wherein the software is operative with the processor to:

profile a plurality of geographic areas;

profile a property seeker, wherein the property seeker supplies seeker data comprising:

property characteristics desired by the property seeker;

neighborhood features desired by the property seeker; and

financial data describing the property seeker;

match the plurality of geographic areas with the seeker data;

present the matched geographic areas and seeker data; and

facilitate a property seeker's decision to market a property.

26. The computer system of claim 25, wherein the software is executable on demand via a network access device.

27. The computer system of claim 26, wherein the network access device comprises a computer.

28. The computer system of claim 25, wherein the computer communication network conforms to a transmission control protocol/Internet protocol.

29. The computer system of claim 25, wherein the computer communication network additionally comprises an intranet.

30. The computer system of claim 25, additionally comprising a web interface for accessing the executable software stored on the server storage medium.

31. A computer data signal for providing property exchange embodied in a digital data stream, wherein the computer data signal is generated by a method comprising the steps of:
profiling a plurality of geographic areas;
profiling a property seeker, wherein the property seeker supplies seeker data comprising:

property characteristics desired by the property seeker;
neighborhood features desired by the property seeker; and
financial data describing the property seeker;
matching the plurality of geographic areas with the seeker data;
presenting the matched geographic areas and seeker data; and
facilitating a property seeker's decision to market a property.

32. A computer data signal as in claim 31, wherein the signal generated adheres to the transmission control protocol/Internet protocol.

33. A graphical user interface comprising:

a web page displayable on an internet compatible browser, the web page comprising links to:

profile a plurality of geographic areas;

profile a property seeker, wherein the property seeker supplies seeker data comprising:

property characteristics desired by the property seeker;

neighborhood features desired by the property seeker; and

financial data describing the property seeker;

match the plurality of geographic areas with the seeker data;

present the matched geographic areas and seeker data; and

facilitate a property seeker's decision to market a property.

34. The interface of claim 33, wherein the web page additionally comprises links to:

electronic messages between a property seeker and a property suppliers;

current portfolios; and

search listings, wherein the listings comprise:

buyer information;

renter information;

broker information; and

most popular listings.

scheduled meetings between the property seekers and the property suppliers;
offers, counteroffers, and applications from the property seekers to the property
suppliers; and
open house information.

most popular neighborhoods;
most popular brokers; and
most popular properties.